

ABSTRACT OF THE DISCLOSURE

An optimum character string placing program causes a computer to place a character string so as not to overlap another character string in a demarcated region. The program causes the computer to perform horizontal placement to place the character string along a prospective guide line that is located at the center of prospective guide lines that are longer than the longest horizontal segment of the area of the character string, the prospective guide lines being drawn as virtual horizontal lines at regular intervals in the demarcated region.